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# Chapters 6 & 7

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Types of Research

Survey Research

Sampling



# Quantitative vs. Qualitative Research

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- Naturalistic observation
  - ✓ Participation and concealment
  - ✓ Limits
    - Difficult
    - Lack of control
- How does occupation change decision making strategies?



# Qualitative Research

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- Systematic observation in *naturalistic* setting
  - ✓ Coding systems
  - ✓ Equipment
    - e.g., videotape; audiotape
  - ✓ Methodological issues
    - Reactivity – Presence of observer
    - Reliability – Coding system may be biased
    - Sampling – Hard to find a large sample

# Systematic observation example

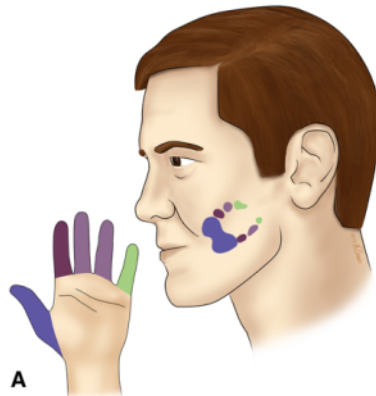
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- Previous research found Americans are more sociable than Mexicans via self report
- Had participants wear a microphone during their usual day
  - Found the opposite – that Mexicans tend to be more sociable than Americans

# Other types of research

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- Case Study
  - ✓ Phineas Gage
  - ✓ Split brain patients
  - ✓ Oliver Sacks





# Other types of research (con't.)

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- Archival Research
  - ✓ Statistical records
  - ✓ Survey archives
  - ✓ Written and mass communications
  - ✓ Content analysis



# Survey Research

## (chapter 7)

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- An assumption that underlies the use of questionnaires and interviews is that people are willing and able to provide truthful and accurate answers.
- e.g., **response set** or faking “good”,  
aka social desirability



# Survey/Questionnaire Questions

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- Attitudes and beliefs
- Demographics
- Behaviors





# Question wording

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- Simplicity/clarity
- Double-barreled questions
- Loaded questions
- Negative wording
- Yea- vs. nay-saying

# Question wording examples

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## *Simplicity*

- Have you or your relatives had a myocardial infarction?

## *Double barreled questions*

- Should senior citizens be given more money for recreation centers and food assistance programs?

## *Loaded questions*

- Do you favor eliminating the wasteful excesses in the public school budget?
- Do you favor reducing the public school budget?

## *Negative wording*

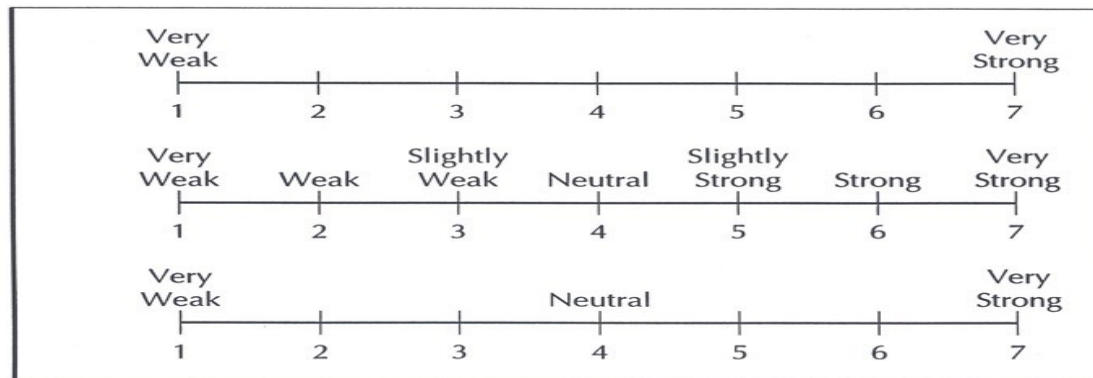
- Do you feel that the city should not approve the proposed women's shelter?

# Yea-vs. nay saying (LSI-Z)

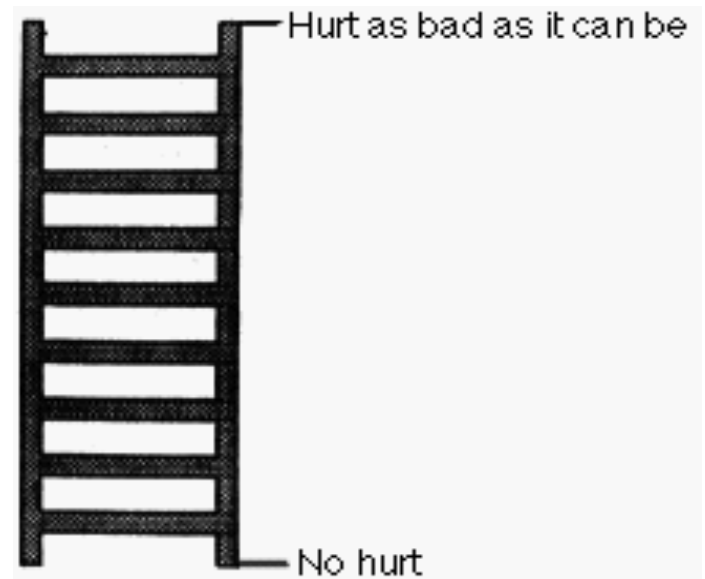
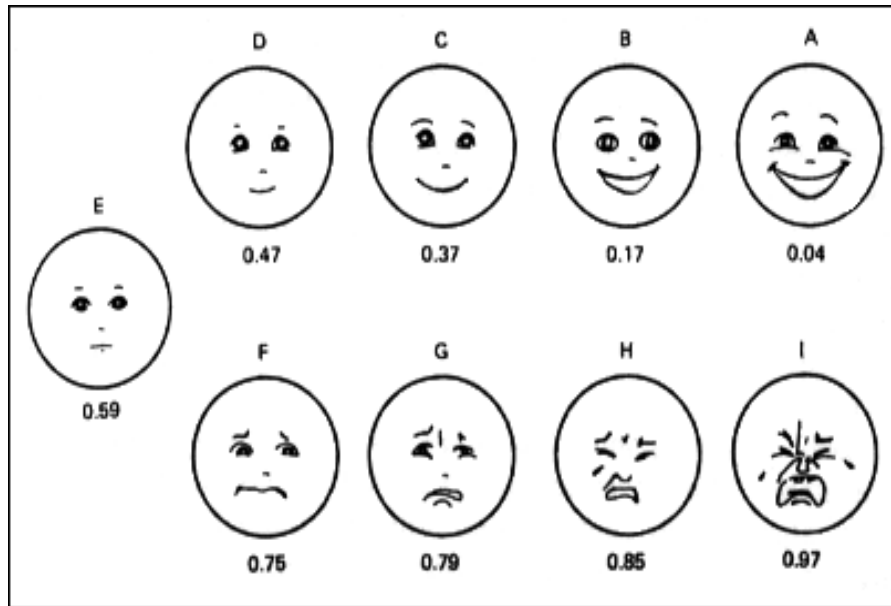
1.	As I grow older, things seem better than I thought they would be.	1 = Agree 2 = Disagree 3 = Unsure
2.	I have gotten more of the breaks in life than most of the people I know.	1 = Agree 2 = Disagree 3 = Unsure
3.	This is the dreariest time of my life.	1 = Agree 2 = Disagree 3 = Unsure
4.	I am just as happy as when I was younger.	1 = Agree 2 = Disagree 3 = Unsure
5.	These are the best years of my life.	1 = Agree 2 = Disagree 3 = Unsure

# Responses to questions

- Closed vs. open-ended responses
- Closed-ended responses
  - ✓ Yes/no or nominal vs. scale
  - ✓ Likert/rating scale
    - Restriction of range (1 to 3 vs. 1 to 10 response)



# Nonverbal Scales





# Finalizing Questionnaire

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- Format and Pilot questionnaire
  - ✓ Refining questions
  - ✓ e.g., 14-inch font for older adults
- Administration of questionnaires
  - ✓ Written or oral
  - ✓ Personal administration
    - Groups
    - One on one



# Administration of questionnaires (con't.)

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- Personal administration
- Mail surveys
- Internet
- Pager studies



# Interviews

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- Face-to-face interviews
  - ✓ Interview bias
- Telephone interviews
- Focus group interviews
- Panel studies (interviews at multiple points of time)





# Think, pair, share

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- Design a study to answer the question:

Does exposure to sexual content on television affect pregnancy rates?



# Probability sampling

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- Simple random sampling
  - ✓ Every member of population has equal opportunity of being selected for the sample
- Stratified random
  - ✓ control for particular variables to ensure they are equal across groups
- Cluster sampling
  - ✓ Identify clusters and then randomly sample from cluster



# Nonprobability sampling

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- Haphazard sampling
  - ✓ “convenience”
  - ✓ Take them where you find them
- Purposive sampling
  - ✓ Sample meets certain criterion
- Quota sampling
  - ✓ Certain percentage of subgroups



# Evaluating Samples

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- Sampling frame
  - ✓ What you sample vs. actual population of interest
- Response rate
  - ✓ How do responders differ from non-responders?



# Convenience Samples

## aka Nonprobability sampling

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- Assess representativeness of sample
- Cost and time trade-offs
- Relationships between variables vs. estimating population values